



USDA Weekly Retail Turkey Feature Activity

Fri. Jun 08, 2007

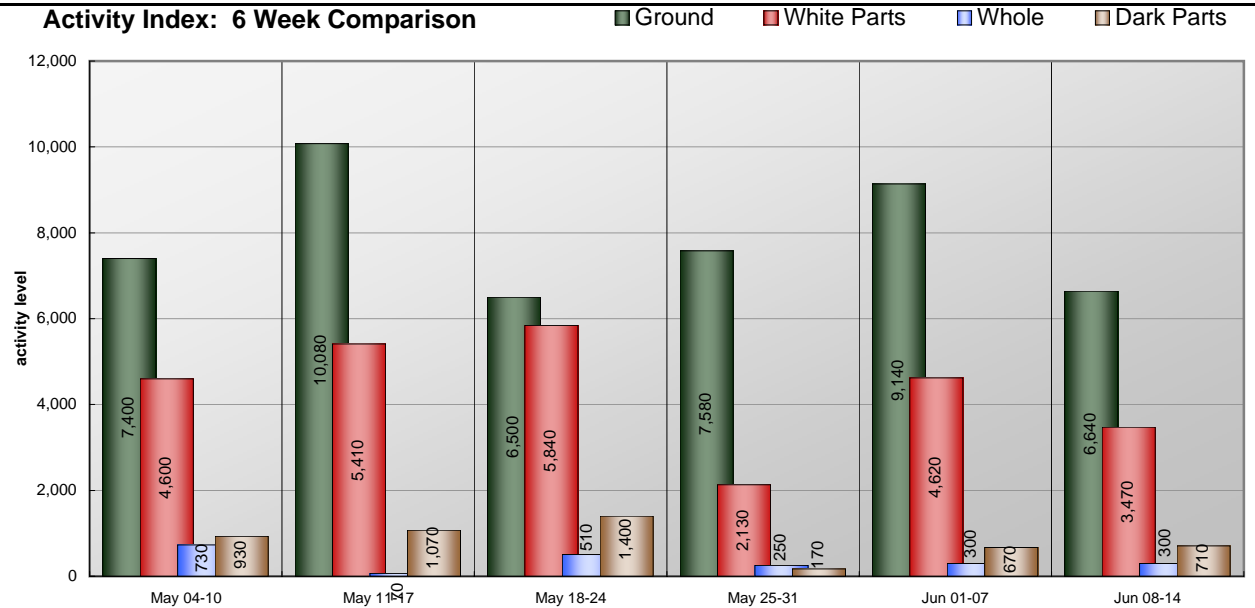
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	47.8% of 17,000 outlets		50.2% of 17,000 outlets		51.3% of 17,000 outlets	
Special Rate 4/	6.4%		3.4%		8.0%	
Activity Index 2/	12,470		16,730		14,790	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	120	1.24	120	0.99	90	1.28
" - Toms	60	1.19	120	0.99	90	1.28
Frozen - Hens	50	0.89	30	0.89	90	0.92
" - Toms	70	1.18	30	0.89	90	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	420	1.89	170	2.04	740	1.99
Frozen	390	1.66	930	1.78	400	1.53
Hotel Style						
Fresh	20	1.49	130	1.49	20	1.52
Frozen			260	0.99		
Split, bone-in						
Fresh	30	2.88			10	2.09
Rotisserie	670	6.35	440	6.25	860	5.93
Boneless, whole						
	20	3.99	240	4.62	410	3.59
Cutlets	660	4.12	1,080	4.50	1,960	4.11
Cutlets, thin sliced	120	3.99	90	3.99	540	4.09
Strips	310	3.75	250	4.54		
Tenders	830	3.72	1,030	3.99	1,110	3.88
Marinated Tenders	720	3.99	1,500	2.87		
Drumsticks						
	290	1.24	220	1.02	180	1.15
Thighs	40	1.44	10	1.69	70	1.65
Wings	290	1.24	340	1.10	70	1.27
Necks	90	1.36			10	1.39
Smoked Drumsticks			50	1.39		
Smoked Wings			50	1.35	30	1.39
Smoked Necks						
GROUND TURKEY:						
Patties	860	2.59	1,430	2.64	1,420	2.54
Sausage	1,830	2.43	1,220	2.40	600	2.40
85% lean	1,030	1.78	1,870	2.09	980	1.36
93% lean	1,940	2.15	1,890	2.33	3,470	2.13
Breast	980	3.39	2,730	3.75	1,550	4.02
Rolls (frsh/frz 1 lb.)	630	1.24	500	1.00	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

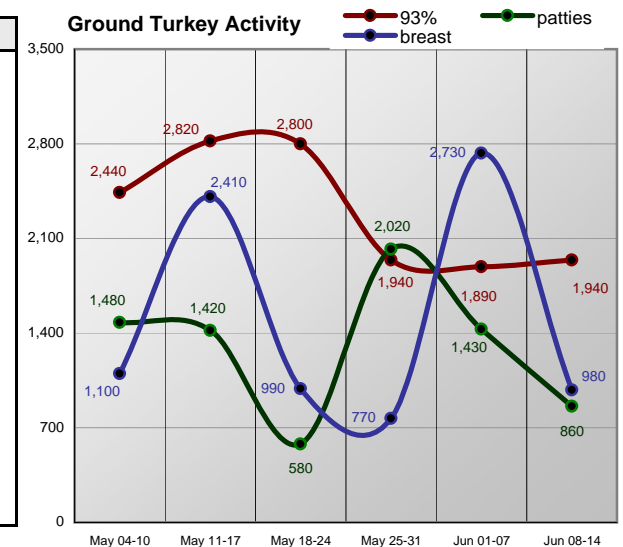
Activity Index: 6 Week Comparison



Turkey Featuring - 06/08 thru 06/14

Turkey promotions are down this week as much of the ad space focuses on alternative meats. Offers of whole birds increase in the Central and Western regions, are nonexistent in the East, but overall volume is unchanged and prices are mostly higher this week. Promotions slow on bone-in breasts and price levels are lower. Rotisserie breasts are more available and prices edge higher. Offers on cutlets, tenders and marinated tenders retreat and ad prices are slightly lower on cutlets and tenders. Dark parts activity centers on fresh drums and fresh wings. Ground turkey ads are less active than the past few weeks. Offers increase on sausage and 93% lean but are sharply lower on burgers, 85% lean and ground breast. The weighted average price for ground turkey is lower on everything except sausage, which is slightly stronger this week.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	52.9% of 7,950 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 6,420			39.7% of 5,300 sampled outlets 3.3% of stores w/ no-price promotions Activity Index = 3,410			48.9% of 3,750 sampled outlets 17.6% of stores w/ no-price promotions Activity Index = 2,010		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.19 - 1.29	120	1.24			
" - Toms				1.19	60	1.19			
Frozen - Hens				0.89	30	0.89	0.89	20	0.89
" - Toms				1.29	50	1.29	0.89	20	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.99	310	1.91	1.89 - 1.98	20	1.92	1.69 - 2.44	90	1.79
Frozen	1.59	10	1.59	1.49 - 1.89	380	1.67			
Hotel Style									
Fresh	1.49	20	1.49						
Frozen									
Split, bone-in									
Fresh				2.48 - 2.99	30	2.88			
Rotisserie	5.99 - 8.99	440	6.19	5.39 - 5.99	150	5.94	7.99	80	7.99
Boneless, whole	3.99	20	3.99						
Cutlets	3.19 - 3.99	30	3.44	3.48	230	3.48	4.54	400	4.54
Cutlets, thin sliced	3.99	120	3.99						
Strips				3.48	230	3.48	4.54	80	4.54
Tenders	3.79 - 3.99	70	3.89	3.48	230	3.48	3.19 - 3.99	530	3.80
Marinated Tenders	3.73	340	3.73	3.99 - 4.26	120	4.12	4.26	260	4.26
Drumsticks	1.19 - 1.39	280	1.24	1.29	10	1.29			
Thighs	1.49	30	1.49	1.29	10	1.29			
Wings	1.19 - 1.39	280	1.24	1.29	10	1.29			
Necks	1.29 - 1.39	90	1.36						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.46 - 2.99	670	2.58	2.00 - 3.00	150	2.48	3.00 - 3.49	40	3.21
Sausage	2.39 - 3.02	950	2.51	1.79 - 3.00	740	2.36	2.05 - 3.49	140	2.21
85% lean	1.49 - 2.29	820	1.73	1.49 - 2.50	80	1.84	2.00	130	2.00
93% lean	1.77 - 2.63	1,380	2.19	1.33 - 2.40	420	2.27	1.34 - 2.79	140	1.43
Breast (99-100% lean)	2.99 - 3.99	560	3.50	2.39 - 3.74	340	3.06	3.99	80	3.99
Rolls (frsh/frz 1 lb.)				0.98 - 1.50	10	1.18	1.00 - 1.50	620	1.24